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Petronas remains Asean's second most valuable brand

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National oil and gas company carries value of US$13.8 billion, Genting climbs into top 10 with US$6 billion: Brand Finance report

PETALING JAYA: Malaysia's leading brands maintain a strong presence among Asean's 500 most valuable brands in 2026, led by Petroliam Nasional Bhd (Petronas), which remains the region's second most valuable brand at US$13.8 billion (RM55.8 billion).

According to the Asean 500 2026 report from Brand Finance, the world's leading brand valuation consultancy, Genting and Malayan Banking Bhd (Maybank) also feature among Asean's 10 most valuable brands, highlighting Malaysia's continued competitiveness across energy, leisure and financial services.

Petronas retains its regional position despite a 4% decline in its brand value this year.

While lower energy prices weigh on its brand value, Brand Finance's market research shows that Petronas continues to strengthen perceptions of its reputation, reliability and customer engagement in Malaysia.

This highlights the distinction between short-term movements in brand value and the underlying strength of a brand's relationship with its customers.

Beyond the energy brand, Genting (brand value up 23% to US$6 billion) climbs from 11th in 2025 to ninth in the overall Asean ranking this year. Its growth reflects improving operating performance, higher business volumes across leisure and hospitality, and stronger tourism demand in key markets including Malaysia and Singapore.

The brand's Brand Strength Index (BSI) score of 92.1/100 also makes it one of the region's strongest brands, demonstrating how improving brand strength can support value creation.

Maybank (brand value up 4% to US$5.4 billion) also ranks among ASEAN's 10 most valuable brands, reflecting its continued presence in the region's competitive banking sector.

The year also marks a strategic handover as the bank completes its M25+ strategy and launches ROAR30, which targets a return on equity of 13% to 14% by 2030.

As Maybank enters its next strategic phase, translating its financial scale and regional reach into stronger brand momentum will be key to sustaining its competitiveness and supporting future brand value growth.

Meanwhile, Petronas leads Asean brands with a Sustainability Perceptions Value (SPV) of US$1.3 billion. The result reflects the significant brand value tied to its perception as sustainable.

As one of the region's largest energy companies, Petronas has linked its sustainability approach of creating sustainable value and practising responsible governance to fulfil its Energy Transition Strategy through delivering net zero carbon emissions, thriving with nature and fostering a just transition.

This approach spans lower-carbon solutions and social impact activities, helping shape perceptions of Petronas beyond its traditional role in oil and gas.

Brand Finance Asia Pacific managing director Alex Haigh said that with Petronas, Genting and Maybank all among Asean's 10 most valuable brands, Malaysia is represented at the top of the ranking across energy, leisure and banking.

"Petronas' brand value this year reflects softer energy prices rather than weaker customer relationships, as perceptions of its reputation and reliability continue to strengthen at home.

"That distinction matters, because brands that keep building trust through a downturn are better placed to recover value when conditions improve," he said.

Across Asean, the combined value of the 500 ranked brands reaches US$315.6 billion in 2026, up 8% year-on-year.

Malaysia's leading brands contribute to this growth through a combination of energy-sector scale, financial services and expanding leisure and hospitality propositions.

Other highlights from the Brand Finance Asean 500 2026 report include CelcomDigi Bhd, whose brand value rose 6% to US$1.8 billion, with its BSI score improving from 87.5/100 (2025) to 88.8/100. It records one of the strongest brand strength scores among Asean telecoms brands.

Both Malaysian airline brands record strong growth in 2026, with AirAsia's brand value increasing 17% to US$2.3 billion and Malaysia Airlines rising 27% to US$771 million, reflecting renewed momentum in the aviation sector.

Tenaga Nasional Bhd's brand value remains stable at US$2.3 billion, while its BSI score rises from 89/100 (2025) to 92/100, placing it among Asean's strongest utility brands.

KPJ Healthcare Bhd recorded a 45% increase in brand value to US$305 million, with a BSI score of 86.8/100, the strongest among Asean healthcare facility brands.

Pantai Hospital's brand value rose 25% to US$164 million in 2026, with a BSI score of 81.6/100, showing continued growth among Malaysia's healthcare brands.

Takaful Malaysia noted a 37% rise in brand value, making it one of the strongest growth performers in the regional insurance/takaful sector.'

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